

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BIN2024 – INNOVATION MANAGEMENT

(All sections / Groups)

28 FEBRUARY 2017

2.30 P.M – 4.30 P.M

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **THREE (3)** pages with **FOUR (4)** Questions only.
2. Answer **ALL** Questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write your answers in the Answer Booklet provided.

QUESTION 1

- a) Explain the **TWO (2)** key areas that need to be addressed to revitalize mature packaged goods. (5 marks)
- b) Describe the **FOUR (4)** advantages of supplier relations as strategic alliance by organisations. Use relevant example to support your description for the advantages. (8 marks)
- c) Explain what game theory is. Using relevant examples explain why the game of prisoner's dilemma is useful predictor for strategic alliance. (12 marks)

Total: 25 marks**QUESTION 2**

- a) How would you contrast the following activities in the category of research and development? Provide an example for each activity.
- i) Development (5 marks)
 - ii) Technical service (5 marks)
- b) Discuss the following screening processes for business opportunity.
- i) Initial screen, entry screen or preliminary screen (5 marks)
 - ii) Customer screen, concept testing (5 marks)
 - iii) Technical screen, technical testing (5 marks)

Total: 25 marks**Continued...**

QUESTION 3

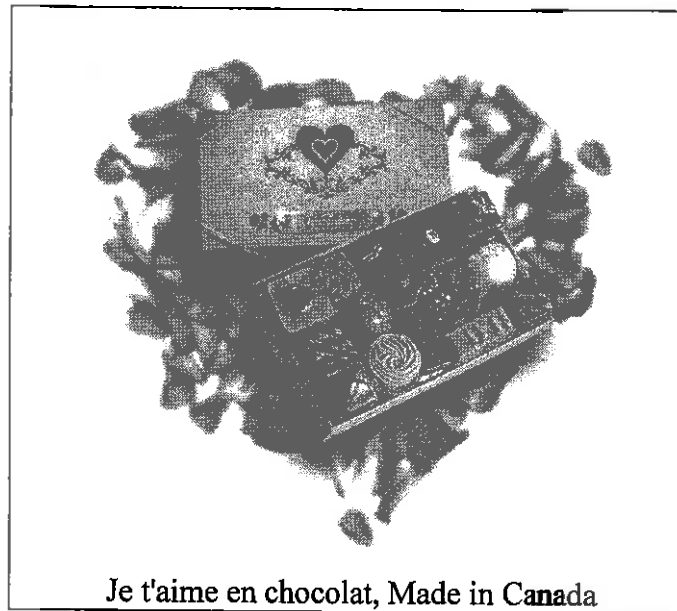
- a) Picture shows a box of expensive chocolate made by Je t'aime en chocolat, Canada. These hand-made chocolates are made from milk, high quality cocoa, sugar, and almond nuts. Assuming you are in-charge of the product packaging,

i) Explain what labelling is

(4 marks)

ii) Outline **EIGHT (8)** functional information on the labelling

(16 marks)



- b) Distinguish **TWO (2)** variables for a new product? Indicate your understanding of the variable with an example.

(5 marks)

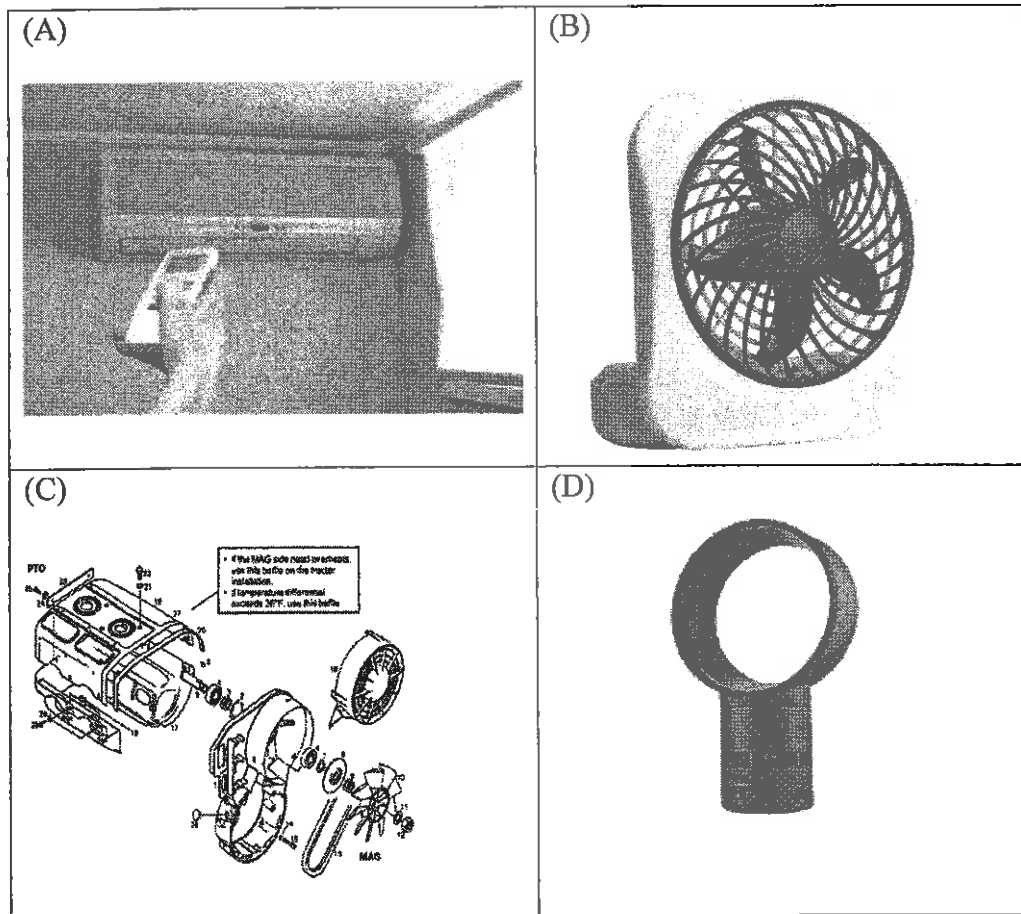
Total: 25 marks

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QUESTION 4

- a) Pictures A to D show 4 different types of cooling system use in most houses. Differentiate which picture comes under the category of incremental, radical, modular, and architecture innovation and explain each category of innovation.

(20 marks)



- b) How would you deduce for crowdsourcing?

(5 marks)

Total: 25 marks

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